

MARKETING

For schools to gain the support of the community and nurture effective relationships with employers and community organizations, a full range of marketing activities should be undertaken. This section of the manual focuses on two aspects of marketing:

1. Program Promotion
2. Work Site Development

PROGRAM PROMOTION

Below you will find a list of opportunities to market your work-based learning program to the different consumers involved.

PROMOTION TO PROGRAM CONSUMERS

Parents

- SEOP
- Back to School Night
- School Orientation Meetings
- Registration Packets
- School and Pta Newsletters

Faculty/Counselors/Administration

- Faculty Meetings
- Classroom Presentations
- Nominating Teacher for Each Intern
- E-mail

Students

- Classroom Presentations
- SEOP
- Student Registration
- School Newspaper
- Bulletin Board – highlight an intern

Business Community

- Attend and present at local business meetings - Chamber of Commerce, Rotary Club, Lions Club, Kiwanis Club, etc.
- Present to professional associations - medical, accounting, legal, etc.
- Distribute *Request for Interns Form* to local businesses

PROMOTION IDEAS

General Promotion Ideas

- Create brochures
- Share intern presentations
- Sponsor open houses

Employer Promotion Ideas

- Distribute employee training packets
- Use successful partners to recruit their peers
- Show appreciation for business partners - thank you cards, gift certificates, candy, Christmas cards, pens, notepads, recognition certificates, etc.
- Keep a database with name, address, phone number of current employers

District Personnel/School Board/Legislator Promotion Ideas

- Present at local school board meetings
- Host site visits with intern panels, include parents in panel

Additional General Promotion Ideas

The following promotion ideas promote involvement of multiple key groups. Activities should be used based on identified needs, wants and available funding.

Written Materials

- Newspapers
- Brochures
- Business Profile
- Employer Bulletins
- Fliers
- Mailers

Visual Recognition

- Career Fairs
- Student Portfolios
- Publicity

Personal Contacts

- District/Regional Coordination Meetings
- Announcement
- Open Houses

WORK SITE DEVELOPMENT

Identify Potential Business Partners

- Gather information about potential employers through personal contacts and professional organizations. A *Request for Intern Form* can be used to facilitate this purpose.
- Network with friends and co-workers. Many people have work site contacts among friends and family. Do not underestimate the value of these contacts.
- Survey local organizations. Find out the types of work-based learning activities organizations in your community are willing to sponsor.

- Coordinate with community organizations such as your local chamber of commerce and the Utah Department of Workforce Services.
- Research each organization. Gather information such as the number of employees, services or products provided, job opportunities, contact names, information about other similar companies or organizations, etc.
- Additional sources for identifying and targeting employers include:

Alumni
 Business Publications
 Chamber of Commerce
 Churches
 Civic Organizations
 Federal Agencies
 Human Resource Departments
 Internet
 New Business License Lists

Non-profit Organizations
 Parents of Students
 Private Employment Agencies
 Professional Organizations and Associations
 Small Business Development Center
 Telephone Books
 Utah Department of Workforce Services
 Want Ads
 Workforce Investment Act (WIA)